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ABOUT THE COVER

Like the pieces of a jigsaw puzzle, the various functions of logistics must fit together to provide combat forces with what they need. "The Emerging Logistics System," page 2, by Major General Erwin M. Graham, Jr., is a concept to accomplish combat service support in a theater of operations.

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The mission of ARMY LOGISTICIAN is to provide timely and authoritative information on Army and Defense logistics plans, policies, doctrine, procedures, operations, and developments to the Active Army, Army National Guard, U.S. Army Reserve, civilian employees of the Army, and the public. ARMY LOGISTICIAN is published to increase knowledge and understanding of logistics and assists in accomplishing the information objectives of the Department of the Army.

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Articles, photographs, illustrations, and items

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Results of-

Army Logistician Readership Survey



Below

We want to improve **Army Logistician** magazine to better serve you. To do so we need to know your opinions. Please complete and return this questionnaire.

- 1. How often do you see Army Logistician? Every issue 70% Most issues 26% Seldom see an issue 4%
- How do you get your copy? Subscription (paid) 3% Subscription (program member) 41% Distribution 52% Dayroom 3% Library 1%
- 3. When your unit or section receives copies of Army Logistician, are there: Enough 76% Not enough 22% Too many 2%
- 4. How much of Army Logistician do you read? Most or all 53% More than half 35% Less than half 11% Very little 1%

Below

6.	These columns are:	Excellent	Average	Average	These columns are:	Excellent	Average	Average	
	Emphasis ALOG Digest Career Programs	73% 72% 60%	26% 27% 37%	1% 1% 3%	Recently Published Research Reports Coming Events	57% 53% 50%	40% 43% 44%	3% 4% 6%	
7.	7. To what extent are feature articles: Excellent Average			Below Average		Excellent	Average	Below Average	
	Informative Useful	77% 44%	22% 52%	1% 4%	Understandable Interesting	69% 62%	30% 36%	1% 2%	

- 8. What type of articles would you like to see published?
- 9. Please give your overall evaluation or comments on the magazine: .
- Are you: Active Army 58% National Guard 5% Army Reserve 20% Civilian 17% 11. Military or civilian grade: ____
- 12. If military, are you in the: Combat Arms 18% Logistics 72% Other (specify) 10%

We received over 1,200 responses to our readership survey, and in evaluating those responses we learned quite a bit. We've filled in the response percentages on the above survey card. You can draw your own conclusions. Here's what we learned from the survey—

We learned that 98.2 percent gave Army Logistician magazine an overall rating of good to outstanding; 76 percent thought us to be excellent to outstanding. Less than 2 percent rated the magazine below average.

We think the figures are complimentary; 88 percent of all respondents read more than half, most, or all of the magazine. Over 94 percent rated each of our news columns as "average" or "excellent." Over 95 percent rated our feature articles "average" or "excellent" in each of the four categories listed.

Responses to the fifth question on the card indicated that 70 percent of our readers received the May-June issue by 3 May. Responses to the eleventh question placed our average reader at the middle management level.

Twenty-two percent of those who responded believe that their unit or section receives too few copies. Your supply of magazines is obtained through the Army's pinpoint distribution system. Your copies must be requisitioned by submitting DA Form 12-5 to the USA AG Publications Center, 2800 Eastern Boulevard, Baltimore, Maryland, 21220. Remind your publications officer or NCO to send in the form if you need more copies.

We received a wide variety of responses to the eighth question on the card. About 35 percent indicated that we now publish the right types of articles in proper proportions. About 11 percent said we should include more practical or how-to-do-it articles on some aspect of logistics directed at the unit level. About the same percentage indicated that more personnel- or career-oriented articles would be appreciated. We welcome how-to-do-it articles on logistics subjects. If you have such an article in mind, or just a topic in mind, get in touch with us.

Several respondents complained that we're too "party-line-oriented" and that we don't invite critical articles. While our primary mission is to inform, our "Commentary" page is a forum for exchanging information and airing critical comments. We ask only that your criticisms be specific, be no more than 600 words, and be directed toward improving logistics operations. Contributions from all levels and ranks are desired.

We appreciate your suggestions. We'll try to incorporate as many of them as possible in future issues.

